

【 Brief Introduction of Class 】

Licensing was one of past big factors of miracle progress and decline of Japanese industries since 1945. **Licensing is a strong tool for strengthening industries of countries and companies.** This seminar introduces licensing practices to **succeed in business** in Asian countries by utilizing IP rights. Topics are what should be considered to successfully import and export technologies and business in Asian countries, how to establish and enforce IP rights, **how to negotiate** with Japanese entities for licensing, and **how to draft IP agreements. Free discussion** is prepared.

【 Agenda】

- Success and Failure of Japanese industries & Licensing
- Licensing Strategy for Business Success
- Practices of License Agreements
- License Negotiation

【 Profile 】

President of OKAMOTO IP Management, Visiting Professor of KOBE University, Former Past Professor of Graduate School of Intellectual Property, OSAKA INSTITUTE OF TECHNOLOGY, Past President of LES Japan, Past IP General Manger of Omron Co., Past Director of Intellectual Property Association of Japan.

http://ipm-experts.com/?page_id=29&lang=en

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Licensing



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